



2014 Belmont PD Red Ribbon Week Contest

Oct. 23-31, 2014

"Love Yourself. Be Drug Free."

RED RIBBON WEEK HISTORY:

Enrique "Kiki" Camarena grew up in a dirt-floored house with hopes and dreams of making a difference. Camarena worked his way through college, served in the Marines, and became a police officer. When he decided to join the U.S. Drug Enforcement Administration, his mother tried to talk him out of it. "I can't not do this," he told her. "I'm only one person, but I want to make a difference."

The DEA sent Camarena to work undercover in Mexico investigating a major drug cartel believed to include officers in the Mexican army, police and government. On Feb. 7, 1985, the 37-year old Camarena left his office to meet his wife for lunch. Five men appeared at the agent's side and shoved him in a car. One month later, Camarena's body was found in a shallow grave. He had been tortured to death.

Within weeks of his death, in March of 1985, Camarena's Congressman, Duncan Hunter, and high school friend Henry Lozano, launched Camarena Clubs in Imperial Valley, California, Camarena's home. Hundreds of club members pledged to lead drug-free lives to honor the sacrifices made by Camarena and others on behalf of all Americans. These coalitions began to wear red badges of satin, red ribbons, as a symbol of Camarena's memory. The Red Ribbon Week campaign emerged from the efforts of these clubs and coalitions.

Today, Red Ribbon Week is nationally recognized and celebrated, helping to preserve Special Agent Camarena's memory and further the cause for which he gave his life. The Red Ribbon Campaign also became a symbol of support for the DEA's efforts to reduce demand for drugs through prevention and education programs. By wearing a red ribbon during the last week in October, Americans demonstrate their ardent opposition to drugs. They pay homage not only to Special Agent Camarena, but to all men and women who have made the ultimate sacrifice in support of our nation's struggle against drug trafficking and abuse.

GOALS OF THE CONTEST:

Symbolize the importance of living an alcohol, drug and violence free lifestyle.

INSTRUCTIONS FOR ACTIVITY:

To create a poster using the supplied Red Ribbon Week (RRW) poster (can be printed from the PDF file or pick one up at the school office). The poster should reflect what RRW means to you. Some examples of posters can be a drawing, painting, poem, or collage. It should also reflect this year's theme: **"Love Yourself. Be Drug Free."**

RULES:

- Open to all students K-8th in the City of Belmont and the Belmont Redwood Shores School District.
- Each entry must be clearly labeled on the back of the poster with the *student's name, home telephone number, teacher's name, school name, and grade level* so that the winners can be identified and contacted easily.
- Only entries turned in on the supplied RRW poster will be accepted.
- One entry per student.
- Posters will be judged on art work reflecting the theme, creativity, effort, and grammar.
- Entries will be divided into separate groups based on grade level. There will be one winner from each group.
- The decisions of the judges are final.

DEADLINE AND DETAILS:

- In order to be reviewed for the contest, entries must be delivered to the front office of the school you attend or at the Belmont Police Department, 1 Twin Pines Ln., Belmont, by 4 pm on Thursday, October 16, 2014.

AWARDS RECEPTION/PRIZES:

Student winners will be honored at the City of Belmont council meeting on October 28, 2014. Winners will be invited to a pizza party following the ceremony. Winning art work will be displayed within City Hall along with a RRW recognition plaque.

